

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Inventor: Derek Murashige / Docket #: 0009  
Application No.: 10/662,998 / Examiner: Daye, Chelcie L.  
Filing Date: September 16, 2003 / Art Unit: 2161  
Title: **METHOD FOR IMPROVING A WEB SITE'S RANKING WITH  
SEARCH ENGINES**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**REPLY**

Dear Examiner:

In response to the Final Office Action mailed May 21, 2007 (hereafter OA), please accept  
and consider this Reply.